



THREE RINGS

THE BALLANTINE NEWSPAPER



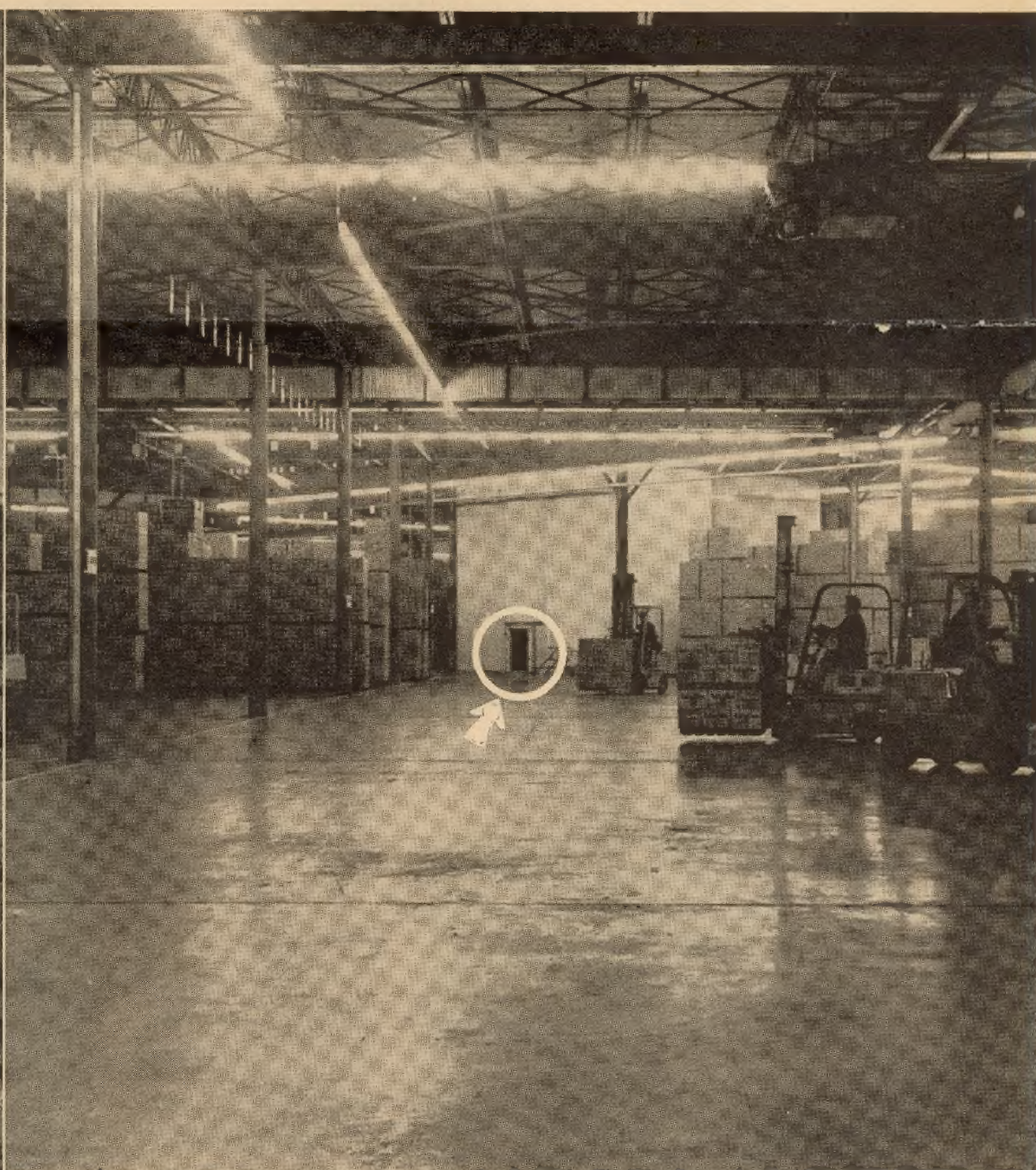
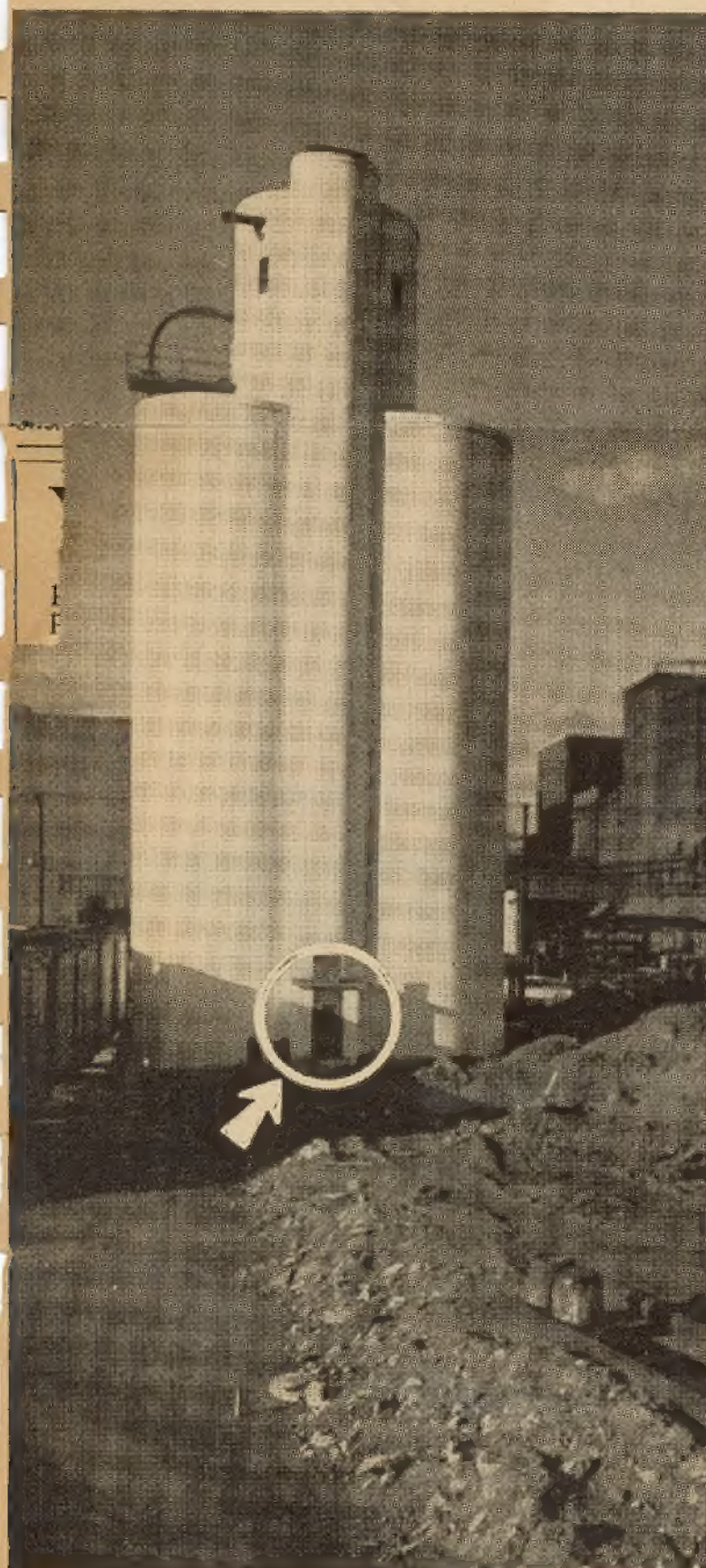
VOL. 5, No. 11

P. BALLANTINE & SONS

January 1962

DELIVERY DEPARTMENT SAFETY CONTEST WINNER

Story on Page 3



What A Difference A Year Makes.

Unless you look closely there's nothing about these two pictures which would reveal they were both snapped in the same area. The silo door in both photos (arrows) provides the clue. The scene at left was snapped in December 1960 before our extensive construction program had resulted in much change near the silos. The picture at right was taken last month, and as you can see, the area now houses a completed section of our new warehousing-packaging plant. This particular section is used for full goods. Virtually all of the exterior work on the new plant is finished and workmen are now concentrating on a variety of indoor projects. The construction program is scheduled for completion later this year.

PINPOINTED . . .

Up The Ladder

Promotions in the news: *Maryann Kachinsky* from Typist-Clerk to Stenographer-Clerk, Sales . . . *Edward Burns* from Bottle Salesman to Sales Supervisor, Baltimore Branch . . . *Thomas Keavney* from Merchandising Representative to Relief Salesman, Baltimore Branch . . . *Beverly Pine* from Clerk to Bookkeeping Machine Operator, Tillson Branch . . . and *Marvin Pretwell* from Sales, Baltimore Branch, to Military Sales Representative.

* * *

Special Delivery

A special delivery of cash, almost \$700 worth, went to charities last month, compliments of the employees of several departments . . . The money was collected in lieu of sending out Christmas cards . . . A similar collection last year raised more than \$500 . . . Most of the money went to the Newark Evening News Christmas Fund.

* * *

Assistant Advertising Manager

Manager Leonard B. Faupel has announced the appointment of *Neale* as Assistant Advertising Manager . . . In making the announcement Mr. Faupel said, "Mr. Neale has been with us since last year. He brings with him considerable advertising experience in the consumer goods field."

* * *

Top Booster

William L. Karpf, Ballantine's Chesapeake-Red Bank Division Manager, has been elected President of the Washington Senators Boosters Club . . . The election was held at a meeting of the executive board of the organization last month . . . The club has about 27,000 members . . . In addition to his Boosters Club post, Mr. Karpf is also a Trustee of the New Jersey State Society in the District of Columbia.

* * *

Eight Retire

Four members of the Quarter Century Club were among eight Ballantine men who headed for well earned retirements within the last few weeks . . . The 25-year men included Brewing's *Louis Headley* and *Henry C. Miller*, the Yard's *William Vogler* and Bottling's *John J. Hopkins* . . . The other new retirees are Hamden, Conn. Branch's *Emil Reinwald, Sr.* and *George Reichel*, New York Sales' *Furman Strang*, and Engineering's *William Michel* . . . Our best wishes for a happy retirement go to them all.

* * *

Treasurer

Ballantine Art Director *Truman Toland* has been elected Treasurer of the Art Directors' Club of New Jersey . . . Truman is a charter member of the young organization.

* * *

Sunshine Club Officers

Paul Logan has been re-elected President of the Sunshine Club . . . Also re-elected were *Ted Sulenski*, Vice President; *Joseph Nolan*, Secretary; *William Krebs*, Treasurer; and *Henry Frank*, Assistant Treasurer.

* * *

New Post

Sales Promotion Manager *Martin J. Eagan* has announced the appointment of *Michael Bonner* to the post of Sales Promotion Field Liaison Representative . . . Mr. Bonner was formerly a Ballantine Merchandising Supervisor in New York City.

* * *

Historical Exhibit

A Ballantine historical exhibit is now in the planning stage . . . Employees are asked to contribute any items which would add to a historical collection of Ballantine material . . . Old bottles or cans, old photos or news clippings, souvenirs of years gone by and anything else which might have a Ballantine history would be welcome . . . If you have anything you'd like to contribute, please call the Three Rings Newspaper office at extension 309 . . . When all items have been collected the permanent exhibit will be opened for employee viewing at a still to be determined site here at the Brewery.

* * *

26th Annual Benevolent Ball

The Ballantine Benevolent Association will sponsor its 26th annual Reception and Ball on Saturday evening, February 3rd, at the Terrace Room, Mosque Theatre Building, Newark . . . Committee members are selling tickets now . . . Price is \$1.50 . . . \$2.00 at the door.

* * *

Elected President

Joe Vecchione, Editor of Three Rings, has been elected President of the New Jersey Industrial Editors' Association . . . The election took place recently at the organization's annual Institute which was held in Newark . . . Joe had previously served as Vice President and as a member of the Board of Directors of the editors' group . . . He is also a member of the Board of Directors of the American Association of Industrial Editors.

In The Family

Married. Vincent James Garcia, Merchandising Representative Albany Branch, to Patricia Pappas at a ceremony in Albany.

Born. A son, Adam Charles, to Mr. and Mrs. Robert J. Geiger at Monmouth Memorial Hospital. Adam weighed seven pounds at birth. He joins two brothers in the Geiger household. Dad works in the Personnel Division.

Born. A daughter, Jean Louise Krieg, to Mr. and Mrs. John Krieg at Riverview Hospital, Red Bank. Jean Louise weighed eight pounds, three ounces at birth. She joins a sister and a brother in the Krieg household. Dad works in the Technical Department.

Born. A daughter, Sharon Tracy, to Mr. and Mrs. Thomas Greelish at Orange Memorial Hospital. Sharon Tracy weighed eight pounds, 15 ounces at birth. Dad works in the Warehousing Department.

Born. A son, Mark Alan, to Mr. and Mrs. Leonard Malejko at Christ Hospital, Jersey City. Mark weighed seven pounds, 14 ounces at birth. Dad works in the Technical Department.

Born. A daughter, Arline, to Mr. and Mrs. Warren Devine at Margaret Hague Maternity Hospital, Jersey City. Arline weighed seven pounds, 11 ounces at birth. She joins a brother in the Devine household. Dad works in N. J. Draught Sales.

Born. A son, Joseph J. Jr., to Mr. and Mrs. Joseph Franchini at Margaret Hague Hospital, Jersey City. Joseph weighed nine pounds, six ounces at birth. He joins two sisters in the Franchini household. Dad works in N. J. Draught Sales.

Close To Home

It is with sincere regret we report the deaths of the following employees during recent weeks:

Stanley P. Kross, Bottler. Mr. Kross started his Ballantine career in March, 1948. Three brothers-in-law, Chester, Joseph and Frank Burke are Ballantine employees. Mr. Kross lived at 141 Ivy Street, Kearny.

Edmund Greilich, Bartender. Mr. Greilich started his Ballantine career in April, 1944. He lived at 76 Cleveland Street, Orange.

George Reiss, Yardman. Mr. Reiss started his Ballantine career in April, 1940. He lived at 30 Durand Place, Irvington.

Arthur H. Wilson, Bottler. Mr. Wilson started his Ballantine career in July, 1941. His brother, Harold, is a Ballantine Bottle Driver. Mr. Wilson lived at 547 Park Place, Lyndhurst.

Benny S. Lencewicz, Warehouseman. Mr. Lencewicz started his Ballantine career in May, 1944. He lived at 8 Moore Terrace, West Orange.

William C. Hesser, Pensioner. Mr. Hesser began his Ballantine career in August 1933, as a Brewer. He retired in July, 1957. Mr. Hesser was in Germany when he passed away and the burial services were held there.

William Mackey, Electrician. Mr. Mackey started his Ballantine career in April, 1953. He lived at 114 Lexington Ave., Bloomfield.

Monkey Shines in Ballantine Visit

A peanut loving monkey (or a nutty monkey, depending on how you look at it) paid us a holiday visit last month.

Sir Monk, however, was an uninvited guest and therein hangs a tale.

Arriving at the Brewery's Utility Building the day after Christmas, friend monkey had at least one employee blinking his eyes in disbelief as he was seen scooting up the stairs. What with the holiday excitement and all, not too much credence was put into early reports of his arrival. Monkeys in outer space, yes, but inner space, ridiculous.

The patter of feet, definitely too light for Santa, were heard soon after, though, and it was apparent we had something or someone visiting us, but the belief was strong it was only an overly persistent job applicant.

Bits of food were left in convenient places but our visitor decided nobody was going to make a monkey out of him so he didn't bite.

The next, and it turned out to be the final act, took place on the last Saturday of the year. One of our porters got off the elevator on the third floor and there was Mr. Monkey.

Perhaps under the impression he hadn't been treated as well as a guest should, the visitor was somewhat aggressive when he came face to face with the porter. The latter, however, didn't wait around to see just how unfriendly Sir Monk could be. He beat a strategic retreat and went searching for reinforcements.

On the second floor he came across a quartet of Engineering men (called the "M" squad by co-workers now). The four, Harry Swanson, Walter Turkowsky, Walter Podgorski and Bruce Wheeler went upstairs to extend season's



greetings and to tell the visitor he'd better leave if he was going to get ready for any New Year parties.

The suggestion that he go (made somewhat strong by wire baskets, broom sticks, tarpaulins, etc.) left our guest madder than ever. He made some charges that were hard to deny. Especially when he made them by running right at the quarters.

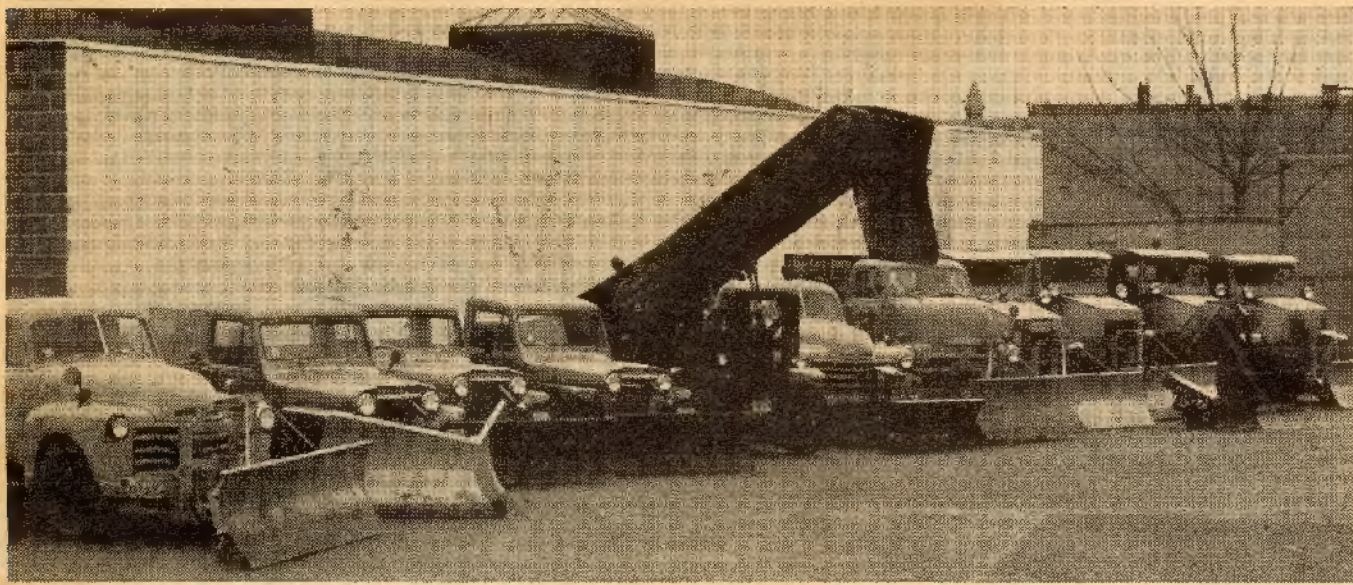
The superior force, however, soon won the day. Sir Monk was trapped in a basket and after refusing several other appetizing dishes, started to munch peanuts contentedly. Newark police brought him, still chewing about his visit to the Associated Humane Society headquarters in Newark.

The Humane Society put him up for adoption and at last he was enjoying himself in his new home. As to where he came from in the first place, nobody knows. Sir Monk himself isn't talking. He has switched to bananas and is busy eating.

TALKING TURKEY



More than 4000 turkeys were distributed to employees last month as holiday gifts of Management. Santa was on hand at the Utility Building distribution area and naturally the kids took the opportunity to talk a different kind of turkey with him. Tom Ratigan served as Santa's stage manager. He's shown chatting with Ray Parente and Karen Montanaro. Ray is the son of Brewing's Carl Parente. Karen is Carl's niece.



SNOW GO — When snow falls in the Brewery area this winter it'll find our snow equipment shown here waiting for it. See the story below for more about our snow plans.

Snow Fleet Ready For Quick Action

Snow is going to get a hot reception in the Ballantine area this year.

Keeping in mind the cold fact that nobody ever really beats the weather, our Yard crew, armed with a new "master plan", is prepared to give it a good try whenever the streets in the Brewery area get coated with a white blanket.

In the crew's favor is the fact that this year five more Ballantine trucks have been outfitted with snowplow blades. Last season there were two. In addition, other snow removing equipment is in readiness and a contract has been arranged with an outside contractor to swing into work with his equipment right after a storm. The contractor, located near the Brewery, plans to park some of his machines on Brewery property so as to save time when immediate action is necessary.

The "master plan" is a simple one. The Brewery area has been

divided into five sections with a snowplow assigned to each one. Two plows will be reserved on a stand-by basis in case any of the other plows break down. After a storm each plow will proceed to its section and begin work. You'll be happy to hear that employee parking lots, all included in the five sections, will be given the same quick attention as other vital brewery locations.

To get rid of the snow after it has been plowed a new "snow unload-

ing dock" has been built by Ballantine to make it easier to dump the white stuff into the Passaic River. The new dock is far superior to the unloading facilities we have used in the past.

As you might suspect, there's a possible fly in the ointment. And it could be you. All plans look fine on paper but to make them work co-operation is required. Cars blocking the streets and parking lots last year had a lot to do with the time it took to clear these spots. Make sure your car is equipped with chains or snow tires and make every effort to get it out of the way of the plows and other equipment.

If in spite of all our efforts the snow still has the last laugh, don't be discouraged. Spring is only a couple of months away.

YOU MADE THE NEWS

Most people, when they think about it at all, consider a company as something impersonal. A product, a name, an object perhaps, but never anything with feeling.

Naturally, they're wrong. A company is people. The people who make the products and help create the mental image the public has about their company.

To get a lot closer to home, the same is true of Ballantine, and as a result, Three Rings Newspaper. Ballantine is not just a name. It's you. Or we should say a reflection of you.

The beginning of a new year is as good a time as any to illustrate that point.

In the last twelve months Three Rings has busied itself with reporting a great many "company" projects such as the expansion program, new advertising campaigns, the move to new offices by some departments, the purchase of modern equipment, etc. But in every edition the big news was Ballantine people. The ones who were promoted, the ones who received Service Pins, the ones who were married, the families which welcomed new additions, the employees active in the community, and so on.

In reviewing our 1961 editions we discovered that the promotions of more than a hundred of you were listed, 541 received Service Pins (and you had a total of 8145 years of service to your credit), 45 of you retired, six joined the Wise Owl Club, 1074 earned safe driving honors, 36 joined the Blood Bank Gallon Club, 26 earned awards for a quarter century of service without a lost time accident, 2000 attended the family day trip to Yankee Stadium, and the Ballantine softball nine won another league championship.

And behind the numbers were individual accomplishments such as the employee who roused the tenants of a building which was on fire, the employees who rescued a man from the Passaic River, the employees who earned top posts in organizations such as the Moose, the Elks, Boards of Education, the Old Timers, Highway Safety, Chambers of Commerce, Civilian Defense, Holy Name Societies, various fund drives and civic undertakings, and many others.

Occasionally the individual accomplishments added up to company recognition. Examples of this are the \$48,545 raised in the Three Ring Charities Fund Drive, and the Good Corporate Citizen Award presented to Ballantine early last year.

What we're trying to say is that since everything you do adds up to the mental image of Ballantine in the minds of those around us, the company goes where you bring it. Carry it gently in whatever you do or wherever you go. The future of all of us is in your hands.

Happy New Year!

Present 20 Service Pins

Service Pins were awarded to 20 employees in December. The recipients were:

20 Years

George H. Pfersch, Construction Superintendent, Engineering

15 Years

Francis L. Canavan, Engineering
Carmino G. Cantalupo, Warehousing
Daniel J. Dunn, Engineering
George N. Ferrara, Bottling
Lawrence R. Healy, Sales
Philip J. Monahan, Jr., Bottling
Dominic A. Pelusio, Bottling Supervisor
Roy T. Quen, Warehousing
John Sawka, N.Y.C. Sales
Harry C. Wolf, Delivery

10 Years

Peter C. Swiderski, N.Y.C. Bottle Sales
John J. Tagliareni, Purchasing
Harry R. Wilkinson, Assistant Purchasing Agent

5 Years

Elizabeth Blakely, Delivery
Matthew Czerwinski, Warehousing
James J. O'Hara, Production, Planning and Control
Peter Rudy, Delivery
Gemma Tanga, Delivery
Walter Van Gasbeck, Tillson Branch

Interdepartment Safety Honors To Delivery

The Delivery Department has been named the winner of the 1961 Ballantine Interdepartment Safety Contest.

Delivery won the honor for the first time in the contest's history thanks to a significant 21 percent safety improvement for the year. Receiving-Garage finished second, Bottling was third, Brewing was fourth, Warehousing was fifth and Engineering finished sixth.

In winning the contest, Delivery jumped from the fourth place spot in 1960. Runner-up Receiving-Garage was the previous titleholder. In finishing third, Bottling showed a big improvement over its previous year's performance when it finished last.

The Delivery Department ranks include all of our local route and trailer drivers. Since last winter was one of the worst on record, and considering the congested traffic conditions all over, Delivery's victory in the contest was especially noteworthy.

The Interdepartment Safety Contest plaque will be presented to Delivery at the annual Plant Safety Dinner to be held in the Cafeteria Monday evening, January 29th.

On a plant-wide basis, 1961 was much better for safety than 1960. Though only a one percent improvement was registered over cumulative safety average for past five years, the performance a refreshing change from 1960 which a disappointing minus 23 percent mark was established.

Mr. Farrell to Receive Brotherhood Award

Ballantine Vice President John E. Farrell will be one of three recipients of the New Jersey Region, National Conference of Christians and Jews' Brotherhood Award at the fifteenth annual Brotherhood Award Dinner to be held in Newark next month.

presented annually to three of New Jersey's outstanding citizens to recognize their "untiring efforts in the promotion of better understanding among all people."

In addition to Mr. Farrell, honors will go to Frederick H. Groel, Executive Vice President of the Prudential Insurance Company of America and David L. Yunich, President Bamberger's-New Jersey.

Mr. Farrell's many community activities include serving as a director of the Newark Association of Commerce and Industry; member of the Newark Development Committee; member of the Board of Trustees of the Essex County Blood Bank; member of the Board of Trustees of the Welfare Federation of Newark, Irvington and West Hudson; member of the South Orange Recreation Commission; member of the Board of Trustees of the One Hundred Year Association of New Jersey and a trustee of the United Service Organization of New Jersey.



John E. Farrell

The "Brotherhood Awards" are

Invitation From A Mug



These 14-ounce ceramic mugs invite you to "Sing Along" and "Drink Along" with our favorite beer. If you want to add them to your collection you're invited to visit the employee Three Ring Shop where they've just been put on sale for \$1.50 for a set of two. The shop is located on the third floor of the Cafeteria building. It's open from 11:30 a.m. to 3:30 p.m. every Thursday and from 6:30 a.m. to 10 a.m. the second Wednesday of each month.

FILL 3 TEAMS FOR A.B.C. TOURNEY



15 Ballantine Men Set For Bowling Tournament

Men Ballantine men's league bowlers will travel to Des Moines in March to take part in the American Bowling Congress tournament on the 19th and 20th of that month. The fifteen earned the right to represent Ballantine by registering the highest averages in the interdepartment league, five others got their spots by having the most improved average in their respective flights, and the other five were just plain lucky.

The fifteen are Tippy O'Neill, Henry Janowski, Augie Waetjen, Jake Kuzirian, Bill Barbusin, Mike Pishnick, Stanley Olewinski, Joe Pulaski, Tony Florek, Walter Fitzgerald, Mike Curtin, John Grybowski, Erick Philipp, Rocco Ciampi and John Cantagallo.

The high average men are the Messrs. O'Neill, Janowski, Waetjen, Kuzirian and Barbusin. Tippy topped the average list with a mark of 189.63 registered in 97 games. Hank was next with a 188.95 average compiled in 102 games, Augie followed with a 185.46 in 90 games, Jake was next with 184.49 in 100 games and Bill had a 184.24 in 99 games. The averages are figured on the games rolled in the calendar year 1961.

Bowlers Pishnick, Olewinski, Pulaski, Florek and Fitzgerald fall into the most improved category for that same period. Mike earned his honor in the up to 140 Flight by improving his average 18 points from 132 to 150. Stanley turned the trick in the 141 to 150 Flight by going from a 148 to a 163 average; Joe's average improved from 154 to 170 in the 151 to 160 Flight, Tony went from 163 to 171 in the 161 to 170 category and Walter gained

almost nine points in the 171 to Open competition.

Which brings us to the five lucky men, Mike Curtin, John Grybowski, Erick Philipp, Rocco Ciampi and John Cantagallo. Their names were picked out of a box containing the names of all eligible men's league bowlers. It's the practice every year to pick a number of names at a drawing because this way every eligible bowler, no matter what his average, has a chance for a Ballantine team spot in the A.B.C. tourney.

Competition for the high average and most improved honors was very close. In the most improved categories, for instance, winners were decided in some cases by fractions of a point.

The fifth spot in the high average quintet wasn't decided until the final night of eligibility. Going into the last night George Bessinger had an 11 pin lead on Bill Barbusin. Bessinger rolled a 559 and Barbusin put together a 648 on games of 224, 202 and 222. Luddy Santorini posted a 619 series and when the final accounting was finished Barbusin had earned the A.B.C. team position, Santorini had finished sixth with a 183.68 average and Bessinger seventh with a mark of 183.44.



FIVE PICKED — From a box containing the names of all the men's league bowlers, Ballantine President Carl W. Badenhausen drew the names of five lucky men who will join ten others in representing the Company at the American Bowling Congress tournament in March. From left are Mr. Carl, Rosey Rosamilia, Joe Freeman and Mike Kiselyk. The latter three are the men's bowling league officers.

John Schwab Rolls 264 Game



John Schwab

A 264 game by John Schwab of the Trailer Shifters team in the Flavor Division, featured the action in the men's interdepartment bowling league last month.

Schwab, who has an average near 155, scored the highest game of his career by rolling eight straight strikes and then sparing in the ninth and tenth frames.

John thus ended the year with the highest individual game in the Flavor Division, but he didn't keep the honor for long. John Mazey rolled a 275 on January 5th to take not only the Flavor Division lead but the entire league leadership in that category. More on how bowler Mazey got his 275 in our next edition.

In the seven division races themselves, competition remains very keen with no team holding anything near a comfortable lead.

Belle Hops Team Lengthens Lead

The Belle Hops team is hopping away from the rest of the field in the Girls' Bowling League.

After spending several weeks in a seesaw battle for first place with the One Way Pints squad, the Hops team broke away from the pack and at this writing holds the best lead of the season, five games. The One Way Pints team is in second.

The Hops squad includes Lena Zara, Diane DellaTorre, Joyce Valente, Jo LaVecchia, Pat Lazarek and Kay Creedon.



Lynn Pittner is the individual high game leader in the Girls' Bowling League with a 224 to her credit.

Fish Story: Calm Trip Bait For Smooth Catches

Calm weather and cooperative fish were the order of the day at the annual Ballantine Employees' Cod Fishing Tournament held last month from the Sandy Hook Bay Marina.

The fish were biting to just about everyone's satisfaction but when the day was over nobody was happier than Brewers Thomas Alves and

William Krebs. Tom caught a ten pound Cod Fish which was good for the tournament's first prize, and Krebs caught an eight-pounder which earned him second place honors. Brewers won both prizes last year, too.

Thirty-two men took part in the tournament.



BIG FISH — Brewers Thomas Alves and William Krebs hold the fish which earned them the prizes in the annual Cod Fishing Tournament last month. Alves, who caught the heaviest fish, won a fishing rod and reel. Krebs, who finished second, won a pair of special boots.



FAR FROM LAZY — The name of the boat was the "Lazy Bones" but the tourney participants proved the name didn't mean a thing. They started early, fished hard, and caught plenty.

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Plant and Branch Reporters

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